GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1320
ANSWERED ON:07.12.2015
Promotion and Marketing of Tribal Commodities
Jena Shri Rabindra Kumar

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether the Government takes measures to promote and market commodities Landicrafts produced by Scheduled Tribes in the country; and

(b) if so, the details thereof, State/UT-wise including the schemes and the measures introduced for the aforesaid cause and achievements thereof during the last three years and current year?

Answer

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS
(SHRI MANSUKHBHAI DHANJIBHAI VASAVA)

(a): Yes, Madam. The Ministry of Tribal Affairs through the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) a national-level apex organization formed in 1987 is engaged in 'Promotion and Marketing' of Tribal Commodities and Handicrafts produced by Scheduled Tribes in the country. The ultimate objective of TRIFED is socio-economic development of tribal people in the country by way of marketing development of the tribal products on which the lives of tribals depends extensively. The approach of marketing development of tribal product envisages TRIFED's role as a facilitator and service provider. The approach involves capacity building of the tribal people through sensitization, formation of Self Help Groups(SHGs) and imparting to training to them for undertaking a particular activity, exploring marketing possibilities in nation and as well as international markets and creating a brand.

(b): This Ministry implements a Centrally Sector Scheme namely 'Institutional Support for Development and Marketing of Tribal Products/Produce'. The objective of the Scheme is to create institutions for the Scheduled Tribes to support marketing and development of activities they depend on for their livelihood. These are sought to be achieved by specific measures like (i) market intervention (ii) training and skill up-gradation of tribal Artisans, Craftsmen, MFP gatherers etc. (iii) R&D/IPR activity and (iv) Supply chain infrastructure development.

The Support under the scheme is made available to TRIFED, State Tribal Development Co-operative Corporation (STDCC), State Forest Development Corporations(SDCs) etc. Under the scheme TRIFED has developed a system of sourcing products made by empanelled tribal suppliers which comprise of individual tribal artisans, tribal SHGs, Organisations/ Agencies/NGOs working with tribals. Besides, TRIFED also organises Tribal Artisan Mela (TAM), Aadishilp, Aadichitra, Octave, in order to increase the number of tribal suppliers and associate them with retail operation. The details of funds released under the scheme to various States and TRIFED is at Annexure-I.

TRIFED has got its e-commerce portal for online sale of tribal products which is attached to their website www.tribesindia.com for online sales of tribal products. The details of States/UTs-wise purchases/sales made by TRIFED during last 3 years and the current year are at Annexure-II.

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